Email Marketing Basics

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Build A List, Retain Subscribers, Get New Clients, Make Money

Email Marketing Works

An email newsletter is one best tools to convert leads into clients and make sales and the best part is that it's not hard. You can build a high-quality email list of people who want to hear from you, want to know what you're up to, and want to buy from you.

Just like every other business, my email list started with less than 10 people — and even though it was all friends and family, I was still so nervous to send my first official newsletter. But then I hit send and within 30 minutes, I had two new referrals that turned into clients.

It was awesome!

And after that, I wanted to do it all of the time!

Gain Access To Profits + Opportunities

Every client we work with leverages email marketing. Over the years, I have noticed similarities in the processes and systems that successful marketers use to maximize their results.

The process for successful email marketing that creates the results you want, like a growing list, loyal subscribers, new leads, new clients, and more sales, can be boiled down to five simple strategies that are in direct alignment with the best practices of basic human communication.

- Operate with high integrity and care
- Create a real connection and build relationships
- Deliver what you promise
- Be upfront about your communication

- Set clear expectations

- Provide amazing value and high-quality content

- Respect your subscribers and list members, and their inboxes

- Allow list members to leave the conversation at any time with ease

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Bottom line: If you can write an email to a friend about a cool product, you can publish an email newsletter that brings home the bacon.

In this special resource, I'll be sharing the basics you need to know about email marketing and industry-wide best practices. Even if you're already experienced with email marketing, this will provide a great reminder of the basics that are easy to forget. It's also a great resource to share with your team!

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A Nudge To Get Started
How Email Marketing Can Help Your Business Grow

Get Your Brand In Front Of Your Audience

Email marketing is an essential tool to growing your business because it offers conversational, and interactive communications. It is also relatively easy, quick to get started, and inexpensive.

The premise behind email marketing is that you build a list of clients, customers, prospects, and subscribers who want to hear from you, and then market to them by regularly with an email newsletter and email promotions so you stay top of mind and make more sales.

Email newsletters that deliver real value get read, saved, shared, and clicked. Plus, email marketing is a great way to stay in touch with your audience, increase brand exposure, continue to deliver value, and cement your authority status.

Here are 10 ways email marketing can help your business:

1. **Save Budget And Trees By Going Digital**
   Save on design fees, printing, postage, envelopes, and mail handling, not to mention the fact that your newsletter will get to your audience much faster than good old snail mail.

2. **Increase Brand Recognition**
   Including your logo, tagline, color palette, brand graphics, and photo in every issue even will help build brand awareness even if they don't read your newsletter. Seeing your logo even for a split second, helps your audience remember you.

3. **Connect With Your Target Market**

   Email marketing helps you stay in touch with your audience on a regular basis, keeping you at the top of their minds and the tip of their tongues, ensuring that when your services or products are needed they will buy from you or refer you to their friends, family, and business associates.

4. **Increase Credibility**

   Consistent, quality email marketing with relevant and valuable content helps you gain the trust of your target market making it much easier for you to promote and sell your products or services.

5. **Educate Your Audience About Your Business**

   Your email newsletter is a place to keep your clients up to date on all of your services, products, and talents, enticing them to expand their relationship with you and increase profits from your existing customer base with the "I didn't know you do that, can you do it for me?" response.

6. **Create New Revenue Streams**

   Use your newsletter to recommend and refer products or services that earn you a commission (affiliate programs), to sell your own products or services, or to sell ad space in your newsletter.

7. **Organize Your Industry Knowledge**

   Gather all of the articles you have written for your newsletter on a single topic and combine them into one single document to create an information product, a new learning program, a special report, a tips sheet, or an ebook.

8. **Attract New Opportunities**

   Publishing an email newsletter can help you generate new opportunities such as strategic partnerships, joint ventures, media interviews, speaking engagements, and more. All it takes is the right person to see your message at the right time. The opportunity may not even come from a subscriber, but someone your email newsletter was forwarded to!

9. **Expand Your Network**

   Email marketing helps you expand your network and build your list by allowing you to capture the email addresses of your website visitors with a subscribe box or opt-in box. This allows them to give you permission to market to them via email. Remember to promote your email newsletter or ezine in places like your email signature and on your business card to encourage prospects to visit your website and subscribe.

10. **Reach A Wider Audience**

    Attract more prospects and new clients to your website by repurposing your email newsletter content on your blog or submitting your newsletter articles to news bureaus, public relations websites, and newsletter article directories.

Create a Solid Foundation

How to Choose the *Right* Email Marketing Provider

You Can't Send Marketing Email From Your Desktop Email

If you want your email marketing to reach your subscribers, you must use a reputable, email marketing service provider (EMSP). Sending bulk email from your desktop email application like Outlook, puts you at risk for getting flagged as a spammer by your own Internet Service Provider, by your email service provider, and/or your recipient's email service providers.

If you get flagged as a spammer, you risk having EVERY email you send, not just your newsletter, get blocked as spam at the server level — meaning your emails won't even make it to your subscribers' spam folder. Plus, not using a reputable, trusted email marketing service provider signals your audience that you're either:

- **Too cheap** to spend money on your business.

- **Not confident** in your abilities and afraid to invest in your business because you may not make it.

- **Out of touc**h with current laws and regulations.

- Not as successful as you portray yourself to be, maybe you can't afford professional email marketing services.

Plus, choosing to save a few bucks and email your list from your personal email account also means you don't get to take advantage of all the awesome features that an email marketing service provider offers, like:

- Automatic list management

- Automatic unsubscribes

- Tagging and reporting

- List segmentation for targeted marketing

- Email analytics and data

Email Marketing Service Providers

There are a multitude of email marketing providers available, all with different features, different terms, and different benefits. The one you choose will depend on your short-term business needs, long-term business goals, budget, and technical savvy, as well as what you intend to do with your email list, list size, broadcast frequency, and how you plan to use your list over time.

Some email marketing providers we recommend you check out are:

- MailChimp

- Get Response

- Active Campaign

- Convert Kit

- MailerLite

- Aweber

- Keap by Infusionsoft

- Office Autopilot

- Ontraport

There are more providers than those listed, but these are the brands we most often interact with on behalf of our clients. Each of these service providers:

- Enforce strict rules in accordance with email CAN-SPAM laws.

- Work tirelessly to keep their email services whitelisted (liked) by internet service providers and email service providers

- Provide you with the ability to gather email subscribes or email opt-ins on your website automatically, as well as offer automatic unsubscribes

- Provide the ability to track and measure your email marketing campaign results, opens, click-throughs, and more.

- Help you manage your email marketing list automatically

It's important to also understand that features vary from provider to provider, and different features are available at different investment levels.

For example:

- Some require a setup fee of up to $3,000 or more, some have no setup fee

- Some charge you a flat rate each month for unlimited emails, and some charge you based on the number of emails you send or the size of your list

- Some charge a monthly fee whether you send a newsletter or not, others only charge you when you send an email broadcast

- Some providers integrate social media and social sharing options, while others have no integration

- Some providers have WordPress plugins available for free that extend the capabilities of their services, and others barely integrate at al

- Some packages only include the ability to send your email newsletter, while other packages also include autoresponder and follow-up sequence support

- Some providers make it easy to use a custom email newsletter template design, and others make it really difficult

- Some providers offer behavioral tracking and behavioral marketing triggers, some don't

- Some providers offer advanced list segmentation for highly targeted marketing campaigns, others offer zero list segmentation

- Some providers allow you to only use a single email field for your opt-in, yet others allow you to create custom fields

- Some providers force you to use their branded Thank You pages, while others allow you to set a custom thank you page URL

- Some providers allow you to only have one list in your account, and others allow you have several different lists

Remember to consider not only what you need right now, but what you will also need in a year, three years, or even five years, because the process of changing email marketing providers is not a fun one!

MAKE IT LOOK GOOD

Email Marketing Design Tips To Elevate Your Brand

Make The Templates Your Own

Many email marketing providers have free email templates designed by professional designers preloaded and ready for you to use. To stand out from your competition and the sea of other business owners using the exact same free templates, you'll need to customize your template to reflect your brand personality.

While most business owners focus on their email newsletter and invest in a custom, branded template design — they often forget about the other types of email marketing they'll need and end up scrambling at the last minute to customize another template.

When working with a designer, consider creating branded templates for:

- Solo blasts

- Special announcements

- Media releases

- Special promotions and offers

- Autoresponders and follow-up sequences

Once you have professional email marketing template design is customized for your business, the next step is formatting the content in the template.

If the content appears unprofessional, contains broken links or missing images, or doesn't effectively use margins or spacing, it could drive people to unsubscribe or worse, just delete it.

Quality content formatting increases content consumption, click-throughs, and forwards.

Here are some simple design and formatting tips to help make your email newsletter and other email broadcasts easier and more enjoyable to read:

- **Newspaper Layout Rules Apply**
  To make it easier for readers to absorb your information and perceive your email as a faster read, break content up into several 1-3 sentence paragraphs.

- **Use Bullet Or Number Lists**
  If your readers are in a hurry, they will scan your newsletter first to see if anything looks interesting. In many cases, they will stop to read bulleted lists. Get them hooked with an interesting list.

- **Keep Content Away From Edges**
  Content touching the border of your email template is hard to read because the text running into the border lines or edges will be visually distracting. It also screams, "I don't know what I'm doing!"

- **Make It Easy To Read**
  Create a color palette for your newsletter (1-3 colors, based on your brand) and stick to it. Don't go adding weird colors all willy-nilly. Use color to guide your readers through your newsletter and to call attention to important elements like headlines, sub-headlines, and calls to action.

- **Add ALT Tags To Images**
  Alt tags are pieces of HTML attached to an image that describes what the image is. When images are turned off in email clients like Microsoft Outlook, the ALT text will be displayed in place of the image. This is critical especially if your newsletter or email blast uses an image header.

- **Add HTML Titles To Images**
  Each image and link can also be assigned an HTML title. Adding an HTML title adds

more scannable content for the email filters and bots and can help your email marketing messages avoid getting caught in spam filters.

- **Beware Of The "Right-Click To Download Images" Warning**
Make sure you know what your email looks like when images are turned off. Is important content missing? Can subscribers still tell that it is from you or your company? Consider keeping all information at the very top of your template HTML so even if images are turned off, your template still displays properly and reflects your brand.

- **Understand The Text To Images Ratio**
Reduce chances of getting caught in spam filters by making sure you have more text than images in your newsletter or broadcast. We strive for a 70/30 split, with 70% (or more) of the content as text, and 30% (or less) of the content as images.

- **Use A Consistent Design**
Design your template and stick with it. Only slight updates should be done over time to keep your email marketing design current and to refine your layout. Constantly changing your template design will confuse readers and compromise the brand recognition you are building — and brand recognition is one of the keys to achieving high open rates.

- **Always Include Contact Information**
It's the law that your complete contact information, including your mailing address, be visible in all your email marketing communications — especially in email messages that sell products, programs, events, or services. Plus, it's smart to make it easy for your subscribers to be able to contact you.

- **Choose Fonts Wisely**
Remember that every computer is different and has slightly different fonts available. Make sure that the fonts you use are standard fonts available on all machines. If you're not HTML/tech/font savvy, consider sticking to fonts such as Arial, Courier, Verdana, Times, and Georgia.

What to Consider When Setting Your Publishing Schedule

- **Make Type Big**
  With more and more high-resolution devices hitting the market, it is becoming more important than ever to increase the font size in your communications — and that goes for more than your website. Don't make your audience squint to read your emails on their phones! Use 16pt. at minimum but consider going with 18pt or even 20pt.

- **Keep It Simple**
  The more complicated your email newsletter design, the more work it is going to be to produce each issue — and the more chances there are for something to go wrong.

Remember:

While a custom template is a great start, the content formatting and design is truly where the line in the sand is drawn between the amateurs and the professionals.

Your Publishing Schedule Should Support Your Marketing Calendar

Your email newsletter is an integral part of your overall marketing calendar or marketing schedule. It is used for follow-up, continuity, education, positioning, sales, branding, and more. Not only does it need to stand on its own, but it also needs to support your other marketing efforts too.

It is a great place to include announcements, opportunities, and reminders for your subscribers to sign up, opt-in, register, click, or buy your webinars, events, products, programs, and more. These quick announcements and reminders are great support actions for your overall marketing strategy and individual launch strategies.

With a publishing schedule, you can quickly make decisions about squeezing in a join-venture solo blast or two or even when you should plan your next launch because you know exactly when you'll be communicating with subscribers.

You need to decide how often you are going to send your email newsletter:

- **Every Day:**
  Many content creators have found success with short daily emails with quick tips.

- **Weekly:**
  A weekly newsletter is perfect for follow-up, continuity, and positioning. Publishing once a week will help keep your brand top of mind with your audience.

- **Every Other Week:**
  An every-other-week newsletter allows you to stay in touch with your audience and provide value, while giving you the "off-week" to send solo blasts and marketing emails to support your other marketing efforts.

- **Monthly:**
  If you're a highly active blogger and you're highly active on social media, you may be able to reduce your email marketing frequency and still achieve your desired results.

- **When You Have Something to Say:**
  You may reject the idea that something should be sent out just for the sake of sending something because it's a specific day or it fits in the schedule. Instead, you may choose to not use a publishing schedule, and only email your list when you have massive value or something important to share.

YOU MUST HAVE PERMISSION

Why Permission is Critical To Your Email Marketing Success

Tips For Setting Your Email Newsletter Publishing Schedule:

- **Decide on a publishing schedule and stick to it!**
  It's better to publish less frequently and publish consistently than to promise a weekly newsletter and skip weeks.

- **When deciding on a publishing schedule, review your marketing calendar.**
  If you launch new classes, programs, events, or products frequently, consider publishing your newsletter every other week so you can use the "off weeks" to promote your launches and prevent "list overwhelm" and sending too many emails.

- **Choose a day of the week that works best for you.**
  Choose a day that fits best with your schedule and workflow. If your newsletter fits easily into your schedule you're more likely to get it done.

- **Resist Fake Warnings and Peer Pressure.**
  It's easy to feel like you're not doing enough or that you should be publishing your email newsletter more often. Tune that out! Don't listen to the hype, don't get caught up in trying to make it too complicated. Focus on providing value to your subscribers and delivering on the opt-in promises made when they signed up.

- **Not sure? Ask your subscribers.**
  If you're not sure how often to publish or you want to change the frequency or schedule and you're not sure what to do, don't be afraid to reach out and ask your subscribers. Ask them what they would prefer or send them a short survey to gather their preferences, then use their answers to guide your decision.

Don't Be A Spammer

Permission-based email marketing operates on the principle that you obtain email addresses through legitimate means only. This means you always gain permission first, through a signup form or opt-in form that clearly communicates that they will receive emails from you.

If a person doesn't opt-in on your website, sign up, or specifically ask to be added to your list, you may not add them to your email newsletter list — it's against the law!

Here are some examples of what NOT to do:

- Meeting someone at a networking event and getting their business card does not give you the right to add them to your email list unless they specifically request to be added

- Telling someone you meet about your email newsletter and discussing it with them does not equal them requesting to be added to your list

- Adding every business contact you have to your email list and justifying it with an unsubscribe link is unacceptable. "Well, they do have the choice to unsubscribe," is not a smart strategy.

- Offering a free gift, irresistible offer, or ethical bribe is a great way to build your list IF you clearly explain and disclose upfront that by opting-in they will also receive your email newsletter and other email marketing — otherwise, you are misleading them on purpose!

- Adding a new contact to your email list and calling it "follow up" is a joke. Don't do it.

- Buying, renting, or borrowing an email list and subscribing the names to your email newsletter is a frowned upon strategy by ethical business owners, will generate

spam complaints, and may possibly violate spam laws! In some cases, you can email the list members once to invite them to subscribe to your list — but that's it.

Build Your List The Right Way

The bottom line is that you MUST ALWAYS put your customers, clients, prospects, audience, etc. first and do what is best for them, not what is best for you.

It also means you must be crystal clear about what will happen next when someone opts-in, signs-up, or subscribes! Communicate how they will hear from you, and if possible, how often they will hear from you BEFORE they sign up. Then reinforce the same messages on the sign up Thank You page.

Email Marketing Best Practices Examples:

SITUATION:
You met Joe at a conference and you want to follow up with him to stay in touch. You know your content and newsletter would be great for Joe.

PREFERRED SOLUTION:
Send Joe a personal email and tell him how much you enjoyed connecting with him. Mention something you spoke about to show him you were actually listening and really do care. Then share your Free gift with him and invite him to visit your website to download it. Mention that if he signs up, he'll also receive your email newsletter and that you think he would really benefit from the tips you share in it. Then leave it up to him to take action.

SITUATION:
You have been in business a while and have made a lot of contacts but are just now starting an email newsletter. You are excited about it and want to share it with everybody.

PREFERRED SOLUTION:

Send each professional contact a personal email to reconnect with them — send a few each day as too many in one day could get you locked in spam jail). Tell them a little about what is new with your business and share your excitement about your new email newsletter and what the benefits will be to subscribers. Then invite them to visit your website to subscribe, and let them know that if they do, you have a free gift for them too! Then leave it up to them to take action. For those you have mailing addresses for, also send them a warm letter inviting them to sign up.

SITUATION:

You recently attended a networking event where you discussed your newsletter with a prospect who seemed really interested in it, but you never directly asked them if they were interested in subscribing.

PREFERRED SOLUTION:

Send each person a direct email to follow up. Tell them you're reaching out because they seemed interested in your email newsletter or learning more about it — and that you would love to invite them to visit your website, check out XYZ (a resource or article that would be helpful for them), and while there, see if subscribing may be a good fit for them. Then let them decide whether it is a good fit.

Not one best practice approach forces someone to subscribe or subscribes someone without express permission. They all first make a personal connection, then make an invitation to see if it is a good fit, then let people be to make their own choice.

THE RIGHT APPROACH FOR YOU

Single Opt-in or Double Opt-in Email Marketing

Single Opt-In vs. Double Opt-In

Single opt-ins are a simple one-step process.

In this case, when a consumer subscribes, they are automatically added to your email marketing list right away and immediately taken to your Thank You page or Download page. There is just one simple, fast step: enter your email and you're done.

Single opt-in email marketing lists are larger due to the one-step signup process. This approach also creates lists bloated with fake email addresses, spam email addresses, and people just trying to get your free gift without actually signing up.

Double opt-ins use a basic two-step process.

In this case, when a consumer subscribes, a confirmation email is sent to their inbox containing a verification link. They MUST click on the verification link in the email message, to confirm that they want to subscribe. Clicking the link adds them to your email marketing list and takes them to your **Thank You** or **Download page**.

Double opt-in email marketing lists are usually smaller and higher quality because consumers have to check their email, open your message, and take a second action to complete their signup process. This weeds out spambots, prevents people from using fake email addresses to sign up, and reduces the chance of being reported for sending spam.

We Use A Double Opt-In Email Process

To protect the integrity of our list, to avoid sending emails to people who don't want to hear from us, and to keep our list from getting bloated, we ALWAYS a double opt-in list building approach — and we highly recommend that you do the same.

BE IRRESISTABLE

Make Signing Up for Your Email List a No-Brainer

Build Your List Fast With Irresistible Offers

Now that we've covered some of the main email marketing strategies to avoid, here are some ethical (and highly effective) tips on how to build a great list:

- **Give Away Something Free, But Of Value**
  We live in the land of "free gifts with purchase." This technique draws hundreds of thousands of shoppers to retail locations daily and it is just as effective when used on-line. Giving away something that is relevant and valuable to your prospects and customers not only helps you build your list, but it gives people a taste of the products and services you and your company offer, and a feel for what it would be like doing business with you.

- **Add An Opt-In On Your Website**
  Adding a subscribe form or opt-in box to your website ensures that visitors will learn about your newsletter and your special offer and invited them to sign up. Just be sure not to add an opt-in to a page with a different primary goal — like buying from you or hiring you.

- **Promote Your Email Newsletter In Your Email Signature**
  At the end of your email signature, after all of your usual contact information, include a quick 2-3 line mini advertisement for your email newsletter. If you've got a special offer or free gift, let people know about it!

- **Announce Your Newsletter To Your Network**
  Be sure to send out a promotional marketing piece to announce your newsletter to your clients, prospects, business networks, and friends. Send a single sample issue to

read with an invitation to opt-in to your list and receive your newsletter – and be very clear that they have NOT been automatically added to your list. Also, if you belong to any professional organizations or associations, find out if you can place an advertisement in their newsletter or trade publication.

- **Use Social Media**
  You can promote your email newsletter across your social networks too. Use social media to preview the content you'll be sharing in an upcoming newsletter or to share a sample of your most recent newsletter.

- **Use Your Business Card**
  If the back of your business card is blank, print new cards and include a mini advertisement for your newsletter on the back. Include a call to action or irresistible offer that drives them to your website to get a free gift and complimentary subscription.

- **Attend Live Networking Events**
  People do business with people they know, like, and trust. Taking time to connect with people in person accelerates the "know" and "like" factors, and a consistently well-done newsletter will build the "trust" factor. When networking, be sure to mention your free opt-in offer. If you have time, or someone wants to know more, chat about the benefits and offer to send them a link to sign up.

- **Use Guest Blogging To Promote Your Newsletter**
  Attached to your articles is often an author resource box or author bio that contains more information about you. Consider adding a short plug for your email newsletter for free opt-in offer in your bio. This tactic requires some effort and homework:

  - Learn about the audience and readers
  - See what content is popular on the site and look at the most current content to see what has already been covered and what hasn't
  - Create a post or article that fits the content on the site and is tailored to their readers

- Don't just ask to have your article published. Make a connection, warm them up, then pitch your article with the reasons why you think it would be a fit, how it benefits the audience, and what other articles on the site you recommend linking to.

- **Start Speaking**
  Public speaking is a great opportunity to do some ethical, permission-based list building. And with a newsletter, your post-event follow-up can be easy and inexpensive. As a speaker at an event, you already have the audience's attention, now it is your responsibility to give them an easy way to sign up and stay in touch.

Here are three ways you can build your list as a speaker:

- Offer to send a free copy of your presentation notes or a copy of your PowerPoint slides to attendees who give you a business card and tell them they'll also receive your newsletter as a bonus.

- If you have a table or booth at an event, hold a drawing for a free gift. To enter the drawing attendees simply must drop their business card in a bowl. Be sure to clearly communicate that they will also receive a free subscription to your newsletter, so they aren't surprised when it shows up in their inbox.

- Mention your free offer and send around a signup sheet so people in the audience can opt-in to receive your gift. Include a reminder on your signup sheet that they will also receive a subscription to your newsletter or include a checkbox to allow them to choose whether they want a subscription.

- As you can see, there are several different ways to gain permission to market to your audience by email. From an opt-in box on your website, to live networking, to speaking, you have the opportunity to build your list and grow your audience with the right message and high-value, high-quality content.

- Just make sure you are always upfront and crystal clear about how you'll be contacting or marketing to them by email in the future — this will prevent recipients from being surprised that your newsletter showed up in their inbox and prevent spam complaints and unsubscribes.

SAY GOODBYE TO THE WRONG PEOPLE

Make Unsubscribing From Your Email List Easy

Help People Unsubscribe

Publishing a quality email newsletter regularly is a lot of work, and ideally, we would love for each person who opts-in to stay forever and open all our emails, but that is simply not reality. It is inevitable that at some point a subscriber is going to want to leave your list and unsubscribe. At this point, the question becomes, *"How will you handle it?"*

- Will you make it easy for email subscribers who no longer want to receive your emails to opt-out or unsubscribe?

- Or will you make it difficult and uncomfortable, forcing them to hunt and work to remove their name from your email marketing list — while they get frustrated and irritated, and more likely to just hit delete or mark it as spam? (Please don't choose the latter!)

Providing an easy, clear unsubscribe option and a commitment to permission will help build trust with your subscribers. Plus, at some point, subscribers WILL want to unsubscribe and leave your list and that's okay! In fact, it's what you want.

- You want subscribers to opt-out when your services, products, or programs no longer serve them or fit their business.

- You want people to unsubscribe from your email list when they stop paying attention and stop opening your emails

- You want subscribers to unsubscribe when they just hit delete upon opening your email because they are too busy to read it.

If people don't care about what you are sending, and they aren't even looking at or reading your emails, it causes a phenomenon called list bloat. List bloat occurs when you have a large pumped-up list, with very low open rates and conversion rates.

List bloat misleads business owners into a false sense of security and unrealistic email performance expectations. Then it results in frustration and confusion — i.e. "I thought this would be more successful. I have such a big list."

The Importance Of The Unsubscribe Link

By showing subscribers they can leave your list at any time, and that is just as easy, if not easier than signing up for your list, you help alleviate some of the potential fear of being spammed and bypass the anger that comes with receiving unwanted email.

Remember, successful email marketing is based on permission and trust. You must guarantee that you will never violate that trust by sharing, renting, selling, or trading their email address and personal information. And you must always give them an option to stop receiving emails.

All reputable email marketing service providers require you to include an opt-out or unsubscribe link in your emails — and the awesome thing is that they automatically remove those who click the links from your list for you.

WHAT HAPPENS NEXT?

A Thank You Page Is The First Step To A Strong Relationship

Thank You Pages Are Critical To Your Success

Thank You pages are the final step of the sales, sign up, and opt-in conversion processes AND the first step in enhancing your relationship with your email subscribers. On many websites, Thank You pages are used to create even more conversions, start new conversations, strengthen relationships, make more sales, and create other amazing results! They create an opportunity to make a positive first experience for new customers, clients, or subscribers with your brand.

The worst thing that a visitor could experience after taking action on your website to hire you, buy from you, or learn from you is being shown a generic, impersonal, cold message like:

- Form Received
- Request Submitted
- You've been added to XYZ list
- Message Sent
- Action Complete
- Thank You, we'll be in touch soon

Or worse, you could show no message at all and not even use a Thank You page, leaving visitors confused and wondering if it even worked!

Thank You Pages Set Expectations

A Thank You page is the perfect place to set clear expectations, reinforce that taking action was a good idea, and eliminate buyers' remorse.

Use the page to thank consumers and remind new clients, customers, and subscribers of:

- Exactly what they bought or signed up for
- Exactly what to expect and what's coming next
- Why they should be excited and happy they took action
- What they need to do next
- Who they can contact with questions

Thank You Pages Provide Upsells

By taking action, qualified visitors have demonstrated that they trust you and showed you exactly what they are interested in. This means you can use the Thank You to:

- Upsell another similar or complimentary item
- Ask for more information
- Invite them to connect with you on social networks
- Offer additional ways they can connect with you

Thank You Pages Keep People On Your Site Longer

Don't use a landing page template for your Thank You page! With this approach, users have NOWHERE to go! Instead, use your standard website template that includes your main navigation menu. This way, visitors have the option to continue to browse your site further, explore more of your content, and potentially take additional actions on your site to engage with you even further.

Your Homework: Review Your Thank You Pages And Identify Where You Can:

- Improve the experience

- Make your communication more clear

- Set better expectations

- Add an upsell or another complimentary offer

- Invite readers to connect with your further

- Strengthen relationships

RADIATEWP
SUPPORT + MANAGEMENT + WORDPRESS

GET YOUR EMAILS OPENED

Guidelines for Writing Effective Email Subject Lines

Subjects Lines Make Or Break An Email

Your subject line is one of the most important parts of your email. The absolute best email subject lines are short, to the point, descriptive, and enticing. They have one purpose — getting you to open the email.

If your subject line is boring, uninteresting, irrelevant, or spammy — no one will open your email, and it won't matter how much time you spent creating the content, because no one will see it.

Finding just the right balance between subject lines that work and subject lines that are spammy can be tricky but if you follow the best practices, you'll do great!

Email subject line best practices

To help your email marketing messages get past spam folders and the delete button, follow avoid the following:

- Words commonly known to negatively affect open rates, like: help, reminder, percent off.

- Words commonly known to trigger spam filters, like: make money, act now, limited time, test, and free

- Cheesy, cutesy, clever subject lines — stick with clear, simple, easy to understand

- Setting your subject line in all caps and using multiple exclamation points

- Using expletives (duh!)

- Making outrageous or too good to be true claims

Here are some tips to help you write great email subject lines:

- Make it relevant to the audience. If you're not sure what appeals to your audience or what they care about, ask them or do a survey

- Make it action-oriented. Use strong action verbs instead of weak adjectives

- Know why emails get opened. Understand why a subject line appeals to your list. Is it about them? Is it intriguing or interesting? Will they lose out if they don't open it?

- Make it personal. Personal emails are the most opened emails there are — which may explain the resurgence of the plain text email or HTML emails with no graphics

- Make it timely. Limited time, time-sensitive, or date specific emails have very high open rates because a lack of action may equal missing out or loss

- Make it obvious. Write the subject line so the recipient knows exactly what the email is about immediately

- Keep it short and simple. Try to keep your subject lines to 50 characters or less. If you go longer, part of it may be cut off by recipients' email clients. But don't stress about keeping it to exact 50 characters, if you need to go a little longer for clarity's sake, do it

- Track your open rates. Look at your emails with the highest open rates, study the subject lines used, and used more subject lines like those

Copywriting Tips for Email Newsletters

Writing For Email

As with the subject line of your email, the copywriting in your email is also an important part of your email marketing success — and the approach needs to be personal.

When you're writing for email (and most types of marketing for that matter), you're not writing to a general audience. You're not writing to a big group. You're not writing to just anyone. You're writing to one person, one subscriber that has a connection to you.

Think of your email copywriting as creating a conversation between you and a single subscriber. You want them to read your email and feel like you are speaking right to them. Like they matter. Like they know you and you know them.

There are three factors you need to consider in your email copywriting:

1. **Get Subscribers Attention**
   The subject line needs to get the recipient to open your email. The intro needs to capture their attention and persuade them to keep reading instead of deleting.

2. **Keep Readers Interested**
   Once a subscriber is hooked, you need to keep them reading through your whole email. The easiest way to do this is to make your emails all about them. Talk about their problems, passions, needs, desires, wishes, and struggles, and share solutions.

3. **Inspire Readers To Take Action**
   The goal of email marketing is to get recipients to take an action so make every email includes a call to action. Even if you're not selling anything (yet), get sub-

scribers used to the act of clicking. While the action may now be a simple click or reply, in the future, it may be to make a purchase.

To ensure your email content is as effective as possible:

- Define the goal of the email — the action you want them to take

- Write a compelling subject line

- Craft the introduction to keep them interested and get them to keep reading

- Make sure your content is valuable no matter what — even if it is a solo blast to sell something, it must be valuable whether they buy or not.

- Apply the 80/20 rule to your content strategy and planning, meaning 80 percent of your email marketing should be all high-quality, value-added content with no sales, and 20 percent of your emails can make an offer.

And to help avoid getting caught in spam filters:

- Don't use traditional sales calls to action and spammy phrases in your content.

- Make sure all URLs used in your email message are whitelisted and in good standing. Sending an email with a blacklisted URL can get your message blocked.

- Don't send your email as one giant graphic without any text. Your email needs to have a good mix of images and text

- Use properly written HTML code. Using sloppy code with broken links and images, and missing tags will make you look like a spammer.

- Consider sending both an HTML version and a plain text version of your email and don't be lazy about the plain text version. Spam filters will compare your HTML and

plain text messages and if 90% is HTML and 10% is plain text, you'll risk getting flagged.

A TOPIC IN YOUR BACK POCKET

Tips to Avoid Email Newsletter Writer's Block

Ask: Is This Valuable?

Before sending an email, ask: *"If I got this in my inbox today, would I be glad I opened it and read it?"* If you can't honestly say yes, rewrite your email before you send it.

But what happens when you don't have something brilliant to say or you're just feeling stuck and experiencing a bit of writer's block?

Rather than put it off, procrastinate, or even skip sending your newsletter, keep a collection of ideas and topics in your back pocket so you never run out of ideas.

Here's a list of email newsletter topics or content ideas you can use:

- Publish an article from one of your clients or subscribers with links to their site.

- Publish a strategic partner's article about complimentary services.

- Comment on current events related to your industry.

- Include a personal note, updating your readers about what's going on with you

- Announce, but avoid hard-selling, new or upcoming products.

- Write a case study about a client success story.

- Tell your list about any new services you are offering, with a "list only" special.

- Publish a calendar of upcoming events that your list may enjoy as well.

- Conduct a survey. The results may surprise you and provide valuable insights.

- Review a product that you have recently purchased.

- Provide a step-by-step how-to article

- Write about a study or statistic that your list subscribers would find interesting – and cite the source.

- Share a list and stick with an odd number – 3 ways, 5 steps, 7 techniques, or create a top 10 list.

- Answer your own Frequently Asked Questions.

- List some resources that you use to be effective in your industry.

- Run a contest for something of value. You can have them enter the contest by taking an action such as commenting on your blog or commenting on your Facebook business page.

- Summarize other blog posts or news articles you read online. Let readers know why the article or post is important and why they should care. Include a link to the original content in your article.

- Write a review about a book you have recently read.

- Re-cap an event you attended.

- Promote events or products you are an affiliate for (and follow all of the FTC disclosure guidelines).

THE WRAP UP

Email Marketing Worst Practices to Avoid At All Costs

What Not To Do

Email marketing done right, strengthens relationships, builds loyal fans, expands brand visibility, and opens the door to new opportunities.

Email marketing done wrong could damage your brand to the point that it would have been better to not send anything.

With that in mind, there are 12 worst practices to steer clear of:

1. **Not Using A Reputable Service Provider**
    Do not use your personal email software — i.e. Outlook, Gmail, Hotmail, MacMail, etc. — to send your email marketing message to your list. Not only is it against the law because there isn't an automatic unsubscribe option, but it is also unprofessional. This makes you look cheap, inexperienced, and amateur. It also shows readers you don't have their best interests at heart and don't care about them as you should.

2. **Buying Email Lists**
    Never buy an email list — even if they say they have been double-opted-in. The people on those lists don't know you, they don't know your business, they don't know why you would be contacting them. This tactic is guaranteed to result in a lot of spam complaints, angry consumers, and damage to your brand. More and more people are calling spammers out publicly on social media sites — and you don't want this to be you.

3. **Sending Email Without Permission**

Never add another person to your list or sign them up without their express permission. If you do, you're sending spam. Adding people you meet at a networking event to your list and calling it follow-up is a joke (and it is so lazy). Just don't do it period.

4. **Breaking The Law**

   There are very strict spam laws in place and they are easy to break. Make sure you are familiar with the law, that you only send email after receiving permission, and that your emails are in compliance. Using a reputable provider will make a big difference as they often automatically add the required elements to your message, like a physical mailing address and unsubscribe link.

5. **Hiding The Unsubscribe Link**

   Subscribers will despise you for this and they will instead simply mark your email as spam. Don't think for one second that hiding the unsubscribe link will help you retain subscribers. Why would you want people on your list who don't want to hear from you, ignore you, and don't open or read your emails? That just causes list bloat, inaccurate figures, and angry consumers.

6. **No Automatic Unsubscribe**

   No matter what you hear, never ask your readers to email you to unsubscribe. This tactic makes consumers uncomfortable and regretful that they ever signed up in the first place. Plus, it makes it blatantly obvious that you don't really know what you're doing, you're not very professional, and you're cheap because you're clearly not using a reputable provider. This is sending the message that you either don't care or you're not very successful and can't afford professional email marketing services.

7. **Using A Bait And Switch Opt-In**

   Don't sneak your newsletter in after the fact and trick new subscribers. If you're offering something free to make opting-in for your list irresistible, and subscribers will also receive your email newsletter, tell them so upfront. Set clear expectations from the start so they're no surprised and blindsided when your email starts showing up in their inbox.

8. **Alienating Readers**

   Don't go crazy with your email. Emailing constant sales pitches, emailing too often, or emailing readers about things they aren't interested in and didn't sign up to hear about will alienate your readers. Be careful with too many affiliate promotions and too many joint venture webinar series solo blasts. You don't want to alienate your list before you have a chance to provide great value.

9. **Burning Out Your List**

   You should expect a certain amount of your list to churn/change each year with people unsubscribing and new people subscribing. But if you're experiencing a high volume of list churn, you'll want to take a closer look at your actions. Too many emails, emails sent too often, or too many sales emails can cause list burnout.

10. **Wasting Readers' Time**

    Always make sure your readers feel like it was worth their time and energy to open and read your email. Always provide valuable, helpful, relevant information and well-done, high-quality content. Don't waste their time with something half-baked, thrown together, poorly written, and ill-planned.

11. **Skipping the Test**

    Never skip the opportunity to test your email message. All reputable providers give you the chance to send tests before you send the final so you can catch any errors, broken links, and typos etc. Don't skip this opportunity — it almost never ends well.

12. **Not Adhering to GDPR**

    If you do business or market to anyone living or residing in the EU, your email opt-ins and list management process need to be GDPR compliant.

Bottom Line: If it's on this list don't do it. It's not worth the potential backlash — not just from your readers, but from the big guns — the internet service providers and email marketing service providers who could shut you down.

Instead, stick to these best practices and feel great about each email you send:

- Use a professional email marketing service provider to manage your email list

- Set a publishing schedule and stick to it

- Always get permission before marketing by email and start with a website opt-in box

- Persuade visitors to opt-in by providing a free gift, ethical bribe, or irresistible free offer

- Make it super easy for subscribers to opt-out or unsubscribe at any time

- Leverage your Thank You page to continue to build relationships with your subscribers

- Write subject lines that will get recipients to open the email, an intro that will get them to read your email, and compelling content to get them to take action

- Invest in quality design and programming

- Be constant and consistent in your actions to build trust and credibility

- Use follow-up sequences and autoresponders to set your ongoing marketing and follow up on autopilot

- Adhere to GDPR if it applies to your business

And That's It!

Hopefully, this resource has provided you with valuable insights, tips, tricks, and strategies you can use to get started or ramp up your email marketing efforts.